The top 10 priorities among Canada's fastest growing e-commerce retailers

In 2019, we asked the fastest growing e-commerce retailers what their priorities

were for the year to come. These priorities are part of maximizing your e-com-

merce strategy - and have become even more important in today's landscape.

From insights gleaned from 1,556 Canadian online merchants 1 and 5,000 e-shoppers in 2019. 2

E-shopper behaviours and preferences to keep in mind





Acquiring new customers



website/app after receiving a mail ad

45% will visit a retailer





often from retailers who tailor rewards and discounts to them

71% will shop more

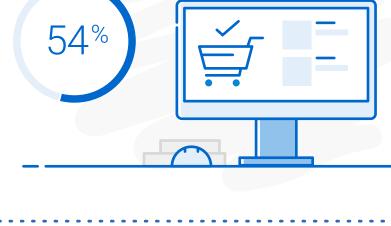
customers

Increasing sales from





Optimizing online checkout



abandon their cart when there's no free shipping

67% said they will



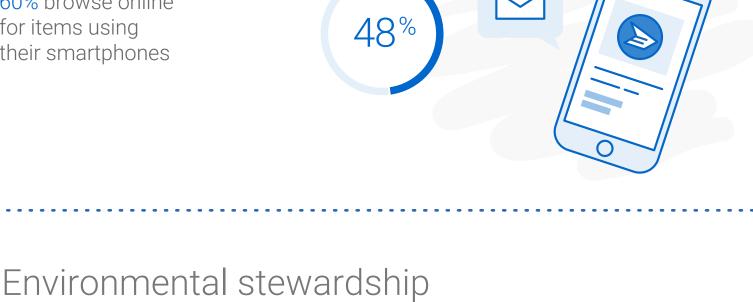




60% browse online

their smartphones

for items using







41% will shop more often with retailers who support

an environmental cause





Reducing packaging

27.5% of e-commerce

purchases were made

border in 2019³

45%

from across the Canadian

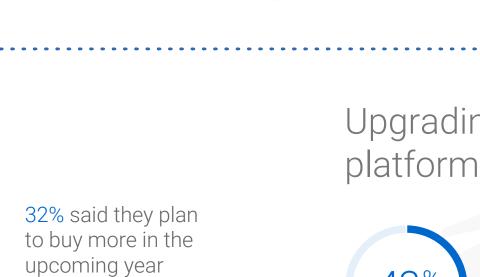




borders

43%





Upgrading e-commerce

69% said it upsets them

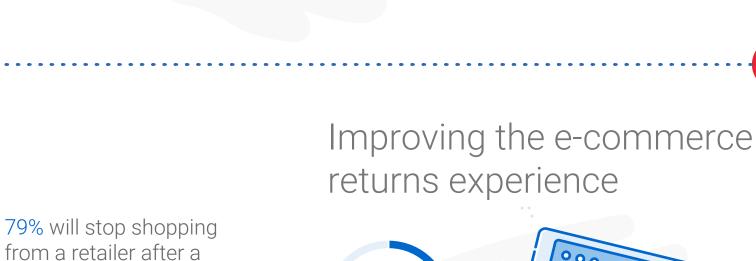
aging to ship items

when retailers use excessive or unnecessary pack-





Optimizing fulfillment



39% will avoid future purchases

with a retailer due

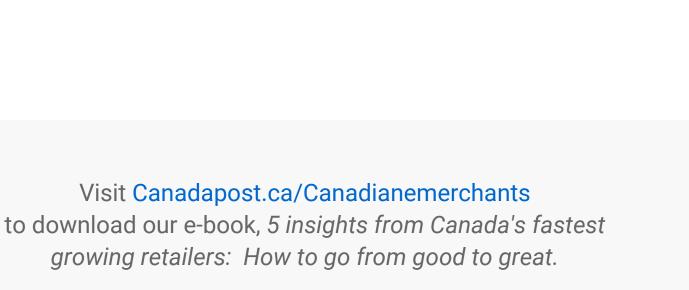
to lengthy order

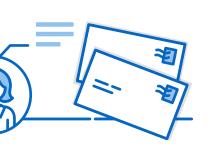
processing times





bad returns experience





Marketing

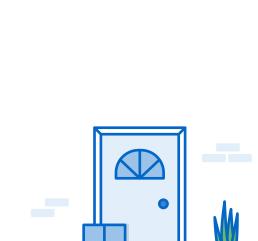
Find ways to reach new Canadian customers or connect with existing ones.



Proven solutions

E-commerce Explore ways to offer online shoppers a better shopping, receiving and

returns experience.



Shipping

Find reliable and cost-effective shipping services in Canada and internationally.

³ Statista/ecommercedb.com. Digital Market Outlook – eCommerce, Canada, January 2020